

## EAST Search History

## EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S53	873	(deliver\$3 same ((persona\$5 or local\$5) near (ad ads advertis\$5 commercial\$3 promotion \$1)))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/12 11:12
S54	2253	(725/32-36).CCLS.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/12 11:12
S55	15	(US-20050278736-\$ or US-20070143787-\$ or US-20050204381-\$ or US-20030177490-\$ or US-20020100042-\$ or US-20070124762-\$ or US-20080046920-\$ or US-20060195866-\$ or US-20020083445-\$ or US-20030005437-\$ or US-20040003396-\$ or US-20070204292-\$ or US-20030229893-\$).did. or (US-7152237-\$).did. or (US-5933811-\$).did.	US-PGPUB; USPAT; DERWENT	OR	ON	2010/04/12 11:12
S57	9	("200401750").PN.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/12 11:27
S58	2	("6002393").PN.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/12 11:28

S60	2	("20040172650").PN.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/12 12:22
S61	4	((ad ads advertis\$5 commercial\$3 promotion \$1)same(user near3 attributes)same (follow near up)) and ((user near interface) (search near requests))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/12 15:15
S62	32	((ad ads advertis\$5 commercial\$3 promotion \$1)same (follow near up)) same((user near interface) (search near requests))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/12 15:19
S63	466	(725/42).CCLS.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/12 15:21
S64	2253	(725/32-36).CCLS.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/12 15:21
S65	211	S63 and S64	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/12 15:21
S66	4	S65 and ((ad ads advertis \$5 commercial\$3 promotion\$1)same(user near3 attributes))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/12 15:23
S67	47	(ad ads advertis\$5 commercial\$3 promotion \$1)near3 ((attributes) same(user near3 information)(ad near agency)(advertiser near informaion)) and "725"/\$. ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/15 13:09

S68	30	((AD ADS ADVERTIS\$5 COMMERCIAL\$3 PROMOTION\$1)NEAR3 (ATTRIBUTES))SAME ((USER NEAR3 INFORMATION) or (ADVERTISER NEAR3 INFORMATION) or ((AD NEAR AGENCY) near3 information))and "725"/\$. ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/15 14:03
S69	133	((AD ADS ADVERTIS\$5 COMMERCIAL\$3 PROMOTION\$1)NEAR3 (ATTRIBUTES CENTER)) SAME ((USER NEAR3 INFORMATION) or (ADVERTISER NEAR3 INFORMATION) or ((AD NEAR AGENCY) near3 information))and "705"/\$. CCLS.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/15 14:31
S70	72	((AD ADS ADVERTIS\$5 COMMERCIAL\$3 PROMOTION\$1)NEAR3 (ATTRIBUTES CENTER AGENCY))SAME ((USER NEAR3 INFORMATION) or (ADVERTISER NEAR3 INFORMATION) or ((AD NEAR (COMPANY AGENCY)) near3 information))and "725"/\$. CCLS.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/15 14:56
S71	9316	(705/14,26).CCLS.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/15 15:24
S72	1294	(725/10,32).CCLS.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/15 15:24
S73	10	S71 and S72	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/15 15:25

S74	115	(Content near provider) same (AD ADS ADVERTIS \$5 COMMERCIAL\$3 PROMOTION\$1) SAME ((USER NEAR3 INFORMATION) or (ADVERTISER NEAR3 INFORMAION) or ((AD NEAR (COMPANY AGENCY)) near3 information))and "725"/\$. CCLS.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/15 16:52
S75	943	(Content near provider) same (AD ADS ADVERTIS \$5 COMMERCIAL\$3 PROMOTION\$1) SAME ((USER NEAR3 INFORMATION) or (ADVERTISER NEAR3 INFORMAION) or ((AD NEAR (COMPANY AGENCY)) near3 information))and (stor\$3 database)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/15 16:53
S76	115	(Content near provider) same (AD ADS ADVERTIS \$5 COMMERCIAL\$3 PROMOTION\$1) SAME ((USER NEAR3 INFORMATION) or (ADVERTISER NEAR3 INFORMAION) or ((AD NEAR (COMPANY AGENCY)) near3 information))and (stor\$3 database) and "725"/\$. ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/15 16:54
S77	56	(Content near provider) same (AD ADS ADVERTIS \$5 COMMERCIAL\$3 PROMOTION\$1) SAME ((USER NEAR3 INFORMATION) or (ADVERTISER NEAR3 INFORMAION) or ((AD NEAR (COMPANY AGENCY)) near3 information))same(stor \$3 database) and "725"/\$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/15 16:54

S78	56	(Content near provider) same (AD ADS ADVERTIS\$5 COMMERCIAL\$3 PROMOTION\$1) SAME ((USER NEAR3 INFORMATION) or (ADVERTISER NEAR3 INFORMAION) or ((AD NEAR (COMPANY AGENCY)) near3 information))same(stor\$3 database) and "725"/\$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/16 09:50
S79	21	(Content near provider) same (AD ADS ADVERTIS\$5 COMMERCIAL\$3 PROMOTION\$1) SAME ((USER NEAR3 INFORMATION) or (ADVERTISER NEAR3 INFORMAION) or ((AD NEAR (COMPANY AGENCY)) near3 information))near3(stor\$3 database) and "725"/\$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/16 10:26
S80	2	(Content near provider) same (AD ADS ADVERTIS\$5 COMMERCIAL\$3 PROMOTION\$1)and ((ADVERTISER NEAR3 INFORMAION) or ((AD NEAR (COMPANY AGENCY)) near3 information))same(stor\$3 database)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/16 10:32
S81	18	(AD ADS ADVERTIS\$5 COMMERCIAL\$3 PROMOTION\$1)same ((ADVERTISER NEAR3 INFORMAION) or ((AD NEAR (COMPANY AGENCY)) near3 information))same(stor\$3 database)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/16 10:33
S82	57	((ADVERTISER NEAR3 INFORMAION) or ((AD NEAR (COMPANY AGENCY)) near3 information))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/16 10:44

S83	3	collect same (((ADVERTISER NEAR3 INFORMATION) or ((AD NEAR (COMPANY AGENCY)) near3 information)))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/16 11:07
S84	163	collect same (((ADVERTISER NEAR3 (Data INFORMATION)) or ((AD NEAR (COMPANY AGENCY)) near3 (data information))))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/16 11:10
S85	21	collect same (((ADVERTISER NEAR3 (Data INFORMATION)) or ((AD NEAR (COMPANY AGENCY)) near3 (data information)))) and "725"/\$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/16 11:35
S86	223	((ad ads advertis\$5 commercial\$3 promotion \$1)NEAR3 targeted) same (agency company provider advertiser) near3 (content information data) and "725"/\$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/16 11:54
S87	4569	((ad ads advertis\$5 commercial\$3 promotion \$1) same (center agency company provider advertiser server headend)) and ((stor\$3 sav\$3) near (content information data) and "725"/\$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/16 12:04
S88	1233	((ad ads advertis\$5 commercial\$3 promotion \$1) same (center agency company provider advertiser server headend)) same((stor\$3 sav\$3) near (content information data) and "725"/\$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/16 12:05

S89	198	((ad ads advertis\$5 commercial\$3 promotion \$1) near(center agency company provider advertiser server headend)) same((stor\$3 sav\$3) near (content information data)) and "725"/\$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/16 12:05
S90	123	((ad ads advertis\$5 commercial\$3 promotion \$1) near(center agency company provider advertiser server headend)) same((stor\$3 sav\$3) near (content information data)) and (targeted personalized localized) and "725"/\$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/16 12:09
S91	34	((ad ads advertis\$5 commercial\$3 promotion \$1) near(center agency company provider advertiser server headend)) same((stor\$3 sav\$3) near (content information data)) same (targeted personalized localized) and "725"/\$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/16 12:10
S92	104	((ad ads advertis\$5 commercial\$3 promotion \$1) near(center agency company provider advertiser server headend)) same((stor\$3 sav\$3) near (content information data)) same (targeted personalized localized) and "705"/\$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/16 12:18
S93	398	(agency advertiser) near (information data) and "725"/\$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/16 12:32

S94	137	(agency advertiser) near (information data) and (targeted near (advertis\$5 commercial promotin\$1)) and "725"/\$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/16 12:33
S95	16	(agency or advertiser) near (information data) same (targeted near (advertis\$5 commercial promotin\$1)) and "725"/\$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/16 12:37
S96	398	(agency or advertiser or advertis\$3) near (information data) and "725"/\$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/16 12:57
S97	17	(agency or advertiser or advertis\$3 or user or viewer) near (information data) near targeted and "725"/\$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/16 13:26
S98	330	(agency or advertiser or advertis\$3 or user or viewer) near (information data) same targeted and "725"/\$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/04/16 13:30

**EAST Search History (Interference)**

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